

4-1-1965

Maine Developments, March & April 1965

Maine Department of Economic Development

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Recommended Citation

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MAINE DEVELOPMENTS

Department of Economic Development

• Augusta, Maine •

Standish K. Bachman, Commissioner

Vol. 4 No. 2

March - April, 1965

TOURIST OUTLOOK GOOD

Maine can expect a 1965 vacation travel season that will top last year's record-breaking year, according to early indications.

Inquiries handled by the Maine Publicity Bureau concerning Maine vacations were more than ten per cent above last year's as of March 22 — and gaining steadily. Inquiries received during the period March 22-26 were more than 25 per cent ahead of the same period a year ago.

DED personnel who worked the eight travel shows in which Maine exhibited this season reported an unexpectedly large interest in Maine vacations among midwesterners who attended shows in Cleveland, Cincinnati, Chicago and Detroit.

Robert O. Elliot, director of DED's Vacation Travel Promotion Division, was especially pleased with results at the Chicago National Boat, Travel and Outdoors Show. This show, one of the largest and best in the country, drew 407,000 paid admissions during the nine days it ran in March. Average attendance at other shows in which Maine participated was 175,000.

"Maine hasn't exhibited at the Chicago Show for ten years," Elliot said. "At that time we were disappointed at the small interest we were able to arouse in Maine vacations. Everyone said we were too far away."

CHICAGO'S NEARER NOW

"But this year there was considerable interest expressed in vacationing in Maine by people who obviously were financially able to come here. We ran out of printed material before the show was half over, and had to replenish our stock from Maine by air freight."

One reason for midwesterners' increased interest in Maine vacationing is the very substantial improvement in transportation. Air travel is faster, but, more important, modern highways enable a family to travel by car from the midwest to Maine in comfort and in a fraction of the time required only a decade ago.

Another factor in the interest in Maine is the burgeoning enthusiasm for outdoor vacations in which entire families can participate. This interest appears to be especially strong in the midwest. Several of the large metropolitan dailies of the area have outdoor pages, as compared with the short outdoor "column" which appears in many newspapers elsewhere.

The sale of hunting and fishing licenses and statistics on use of public campgrounds indicate that participation in outdoor "sport" far exceeds the total number of paid admissions to spectator sports such as baseball and football.

Maine, with some 180 private tenting areas containing 8500 sites, with its hundreds of picnic areas, and outdoor cooking and camping areas maintained by the State Park and Recreation and the Maine State Highway Commissions and by the Maine Forest Service, is in an advantageous position to satisfy this demand.

Maine has the forests, the mountains and the waters both inland and coastal which

provide the basic requirements for memorable outdoor vacations. Maine has the camp grounds, the resorts, motels and hotels which are necessary for the full enjoyment of the natural attractions — and more are planned.

And Maine, with its travel show exhibits, its up to date advertising and its nation-wide publicity is letting the prospective customers know about it.

ENDURING TRIBUTE

"... Katahdin in all its glory forever shall remain the mountain of the people of Maine."

And the gratitude of the people of Maine to former Governor Percival P. Baxter who bestowed upon them and their heirs the 200,000-acre Baxter State Park with its Katahdin Mountain shall forever be attested by a commemorative plaque in enduring bronze, to be displayed in the Maine State Museum in the State House in Augusta.

The plaque, 22 by 23 inches, was presented at a joint convention of the House and Senate during a "Welcome Back Day" observance with which the 102nd Maine Legislature recognized former state officials and members of past legislatures who attended the ceremonies.

The plaque contains a representation of Katahdin as viewed from the west in bas relief with the following wording in raised, polished bronze letters:

(Continued on Page Two)



Tribute - - -

"Among men, a mountain.
... Katahdin in all its glory forever shall remain the mountain of the people of Maine."

"To the Honorable Percival Proctor Baxter, Governor, Statesman and Public Benefactor, the people of the State of Maine express their deep appreciation for the lifetime devoted to the creation and the giving of this 200,000 acre shrine of wild natural beauty, Baxter State Park. By its action, the 102nd Maine Legislature makes perpetual this grateful tribute to a great man's love of his state and of his fellow man."

House Speaker Dana W. Childs in mak-

ing the presentation expressed the gratitude of the people of Maine for the many generosity of the former governor. He said, "History will mark him as one of the truly Greats among the sons of the Pine Tree State."

In remarks from the floor Representative Louis Jalbert said that the Baxter State Park gift does "... not record the multitude of other benefactions - - many unknown and all little publicized - - which Percival P. Baxter has showered upon the State of Maine."

Governor Baxter's message to the legislature in recognition of the plaque read in part: "This recognition warms my heart for it speaks for all the people of our state

to whom I give my heartfelt thanks. Nothing could be finer or more friendly. I love the land of Maine and its people."

Arrangements for the plaque and the Welcome Back Day observance were made by Charles G. H. Evans, director of the Public Relations Division of the Department of Economic Development (left in the picture on Page One.) Forestry Commissioner Austin H. Wilkins (right) accepted the plaque for the former governor who was not present.

The pattern for the bas relief was carved by Rockport Artist Jay Hanna. The plaque was procured through the J. H. Hodgkins Company, Randolph, which is featured on Page 3 of this issue of *Maine Developments*.

SOUTH PORTLAND HONORED

South Portland is one of only 11 cities in the United States to receive the current annual "All-America Cities Award" for citizen achievements in municipal improvement. Several hundred cities from the fifty states were entered in the contest sponsored by the National Municipal League and *Look Magazine*.

An All-America Cities Award banquet is planned for May 4 in South Portland, when Governor Reed and representatives of the sponsors are scheduled to formally present the award.

Object of the annual award is to stimulate citizen activity in community improvement and development by providing national recognition for municipalities whose citizens have achieved outstanding results in these fields.

Perhaps the most newsworthy achievement of South Portland citizen organizations is the significant progress made in the city's economy. In a five-year period ending in 1964 the city acquired 19 new industries and commercial establishments, increasing its manufacturing employment by 125 per cent. During the same period new construction increased South Portland's valuation to more than \$108,613,870, a gain of 14.8 per cent.

OTHER ACHIEVEMENTS

Other achievements included adoption of a model city charter, revaluation for more equitable tax purposes, and several improvements in the public education system. Many citizen groups worked to bring these

results about, including public school students and parent and civic organizations.

A jury of 15 representatives of national organizations, headed by Dr. George Gallup, selected the 11 award winners from among 22 finalists at a convention of the National Municipal League in San Francisco last November.

City Manager Bernal B. Allen and South Portland League of Women Voters President Mrs. William C. Earles made the presentation for South Portland at San Francisco.

Portland is the only other Maine city to have won an All-America City award. This was for 1950. Gardiner and Presque Isle were finalists in 1957 and Presque Isle received honorable mention in 1958.

NEW PUBLICATIONS

Data for revisions of the Aroostook and the Washington County Industrial Fact Books has been assembled by the Division of Research and Planning of the Department of Economic Development and will be published soon, Commissioner Standish K. Bachman announced.

The booklets, containing statistical tables, charts and descriptions of the areas, are for the use of state and local development agencies with prospects for industrial plant locations in the areas.

The Aroostook and the Washington County Fact Books were first published by DED in 1961. Revisions reflecting population and other data changes normally are made at 4-5 year periods.

The data is gathered from several state and federal government agencies and from private and local sources.

In addition to the two regions named above the series, which began in 1958, includes compilations on Southwestern Maine, the Central Kennebec Valley, West Central Maine and the Central Penobscot area. Most of the booklets are printed in color on glossy stock, with 24-30 pages.

MAINE INCOME UP

Maine's 1964 personal income topped \$2 billion in 1964 for the first time, *Business Week* magazine reported. The jump of 6 per cent was .4 per cent above the national average.

Personal income in Maine in December was 9 per cent above that of a year ago for the same month. The national average gain was 6 per cent. Personal income in Maine during 1964 totalled \$2,090,700,000.

HODGKINS WOULDN'T QUIT WHEN THE STREETCARS DID

There aren't many buggy whip manufacturers listed in the Yellow Pages, these days.

Most of them, along with the whiffletree makers, went into some phase of the gasoline buggy trade when horsepower was removed from the harness and put to work under the hood.

The manufacture of bronze bushings for streetcar trolley wheels survived buggy whips as a profitable business by some years but finally that, too, was shouldered aside by "progress" in the field of transportation.

Yet to Earl F. Hodgkins, president and treasurer of J. F. Hodgkins Co., Randolph, Maine, it seems only yesterday when the making of castings for street railways looked like a sure bet for a lifetime career for an ambitious young fellow. That was when he entered his father's business as a part-time employed high school student.

It was sixty years ago.



Henry J. Buckley (left) general manager and Earl F. Hodgkins, president, inspect fittings for the U. S. Navy, cast in the Hodgkins foundry.

NO STREETCAR IN SIGHT

Today the J. F. Hodgkins Company that used to cast bearings for street railways as far away as New Orleans and Indiana hasn't a single streetcar company on its books. It makes rough and finished custom marine and industrial castings, decorative castings and plaques and many other things including parts for airplanes, of bronze and aluminum alloys.

The story of the J. F. Hodgkins Company is a story of struggle and change like that of all concerns, everywhere, that have survived the years.

The founder of the company, J. F. Newell, began making bronze bushings for trolley wheels in Gardiner, in 1891. Later he made the trolley wheels as well as the bushings.

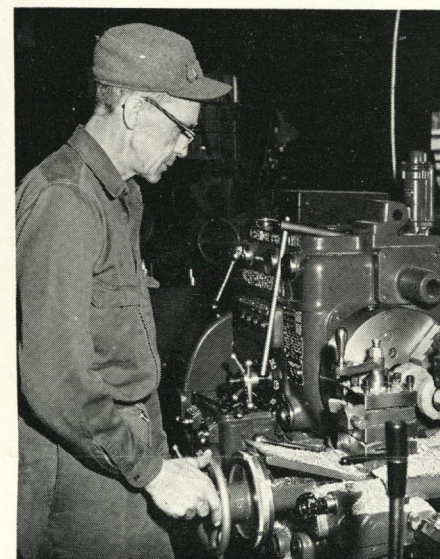
J. F. Hodgkins bought the foundry in 1905, added journal and motor bearings to the line. First they were babitt-lined cast iron bearings, then malleable iron with babitt linings and later still, bronze bearings.

Young Earl Hodgkins agreed to stay with his father to help out in the new business for two years after high school graduation. But the two years have stretched beyond a half century, and he hasn't yet been able to get away from the business long enough to go to the University of Maine for an engineer's degree he had his heart set upon.

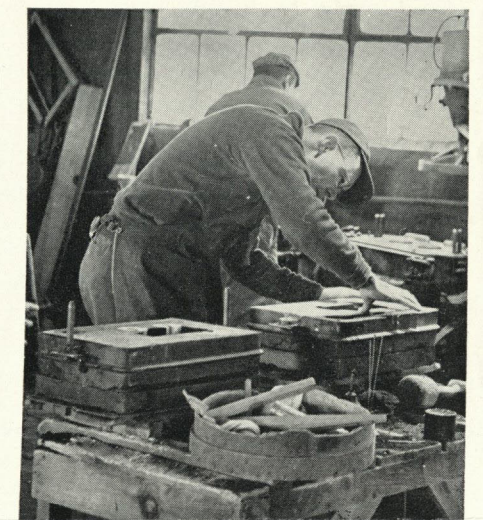
The company enjoyed prosperity and growth during the heyday of the street railway. When the streetcars began to be replaced by private transportation and buses in the 1920's the foundry struck hard sledding. By 1935 Earl's father had died and Earl Hodgkins had the full responsibility of keeping the business alive in a market that had pretty nearly disappeared.

PICKING UP THE PIECES

For the next five years he traveled from 1,000 to 1,500 miles per week looking for new business. He sought custom work from



A workman machines a bronze bearing on one of the Hodgkins turret lathes.



Hand molding in the Hodgkins foundry.

manufacturers and the marine industry — or anything else he could get to keep his furnaces hot and his lathes turning.

And he found it.

Last year the J. F. Hodgkins Company grossed something over \$300,000 and it looks as if this year will be even better. The bulk of the business is in rough bronze and aluminum castings but the percentage of machined castings is creeping up as customers find that Hodgkins can do the finishing as good as, and often cheaper, than they can do it in their own machine shops.

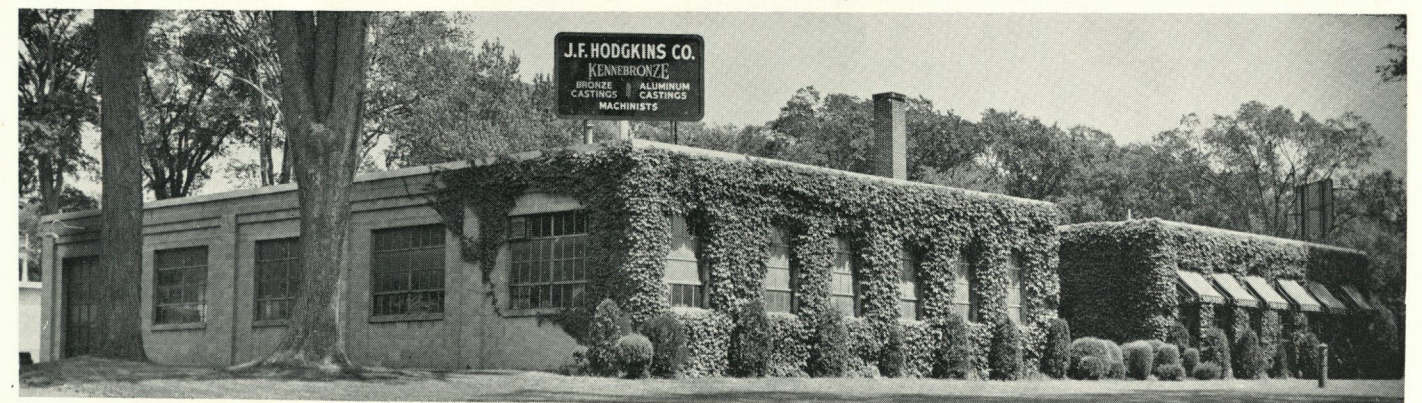
One reason for customer satisfaction is the 30 skilled workers — all but two of them trained in the Hodgkins shop.

The Plant Superintendent, John Tourtelotte, is a rare combination of designer and expert machinist. Recently he designed and built a "torture machine" to test the wearing qualities of fabrics for the Coated Fabrics Division of Interchemical Corp., Winthrop — without ever committing a plan to paper.

He was instrumental in developing a finger jointer which enabled a Hodgkins customer to redeem a carload of unsaleable lumber by joining short board-lengths end to end, making big ones out of little ones.

Rarely is a foundry or machine job turned down by the Hodgkins outfit because it's too large or too small or because "it can't be done."

(Continued on Page Four)



BUSINESS COUNSELING

Development Commissioner Bachman pledged the cooperation of the Maine Department of Economic Development in recruiting personnel for a new federal program offering professional business counseling to small Maine companies at modest fees.

The Service Corps of Retired Executives is coordinated by the Small Business Administration. Senator Edmund S. Muskie, in announcing the program, said that he had written to 218 Maine small businessmen, urging them to avail themselves of the experience of the retired business and industrial executives who will volunteer for the service.

The Commissioner said he would provide the SBA with the names of the DED "Elite Council" of retired executives which "we have found to be most helpful in several situations that have developed involving Maine industries."

The Elite Council was formed by Bachman several months ago. Its members, successful engineers and businessmen who have retired to live in Maine, provide technical counsel and industrial contacts for DED without compensation.

STUDENT FINANCING

Directors of the Depositors Trust Foundation have announced the establishment of five scholarships of \$200 each for students who attend the proposed University of Maine commuter college in Augusta.

The Depositors Trust Company, with headquarters in Augusta and branches in several Central Maine communities, recently inaugurated a service which would loan up to \$10,000 to college students for school expenses.

EPITAPH

See, I told you I was really sick!



The club's president, William Blair, displays a walnut plaque with a gilded Maine lobster which will hang in the National Press Club's rooms in Washington to remind members of an all-Maine shore dinner served to them during a salute to the Maine press in February. The DED and the Departments of Agriculture and Sea and Shore Fisheries and the Maine Seafoods Festival cooperated in the promotion to publicize Maine among the nation's top journalists.

Hodgkins - - -

During World War II about 90 per cent of Hodgkins' output was for national defense, largely Navy. With the recent splurge in boat building on the Maine coast custom marine work is getting to be an increasingly important part of the foundry's output.

KENNEBRONZE & KENNELOY

The half million-dollar yacht "Ventura," built in Southwest Harbor, is fitted out in Kennebronze, the trade name for Hodgkins' bronze castings. And so are many other craft launched on the Maine coast. Hodgkins' winch heads and tackle blocks are used extensively throughout the U. S. fishing industry.

The foundry pours 15 specifications of bronze, six of aluminum alloys. The aluminum castings are marketed under the trade name of Kenneloy.

Earl Hodgkins goes after the marine business — all he can get of it — but he doesn't intend to put all of his eggs in one basket. The memory of what happened when the street railway business petered out is too strong. Among his company's diversified products are Kenneloy cable-stringing blocks and ingenious wire-stringing blocks and assemblies of high tensile aluminum, bronze memorial tablets and cast ornaments, and a "Universal Jack" for holding moccasins or shoes for hand sewing.

Hodgkins had a lucky break in marketing the Universal Jack.

An executive of the Commonwealth Shoe and Leather Company took one to a shoe trade fair in Paris. It was featured in a French shoe trade magazine, *Technique Chaussure*. Now it's sold in France, Germany, Belgium and South America as well as through distributors and direct to shoe manufacturers throughout the United States.

The principle of casting molten metal hasn't changed much in thousands of years. Hodgkins has a picture of a decorative copper pedestal which it is believed was cast in Mesopotamia in the year 2800 B.C.

Custom foundries like Hodgkins have produced castings by pouring molten metal into sand molds for many, many years, but there have been some improvements in the process during recent years.

PROCESS PROGRESSES

One is the so-called CO₂ process in which carbon dioxide "freezes" a special sand containing sodium silicate. Hodgkins was one of the first New England foundries to adopt this process, brought from Germany about ten years ago. It speeds core making and produces stronger molds with the possibility of greater detail.

Another relatively recent improvement in mold making is the "jolt squeezer." Hodgkins has five of these molding machines which operate with compressed

air. He uses them on large orders for repetitive items. This not only speeds up the operation but requires less skill of the operator.

Hodgkins says, "We can't train a hand molder to turn out an acceptable casting in anything short of six months. But a man with reasonable intelligence can learn to operate a machine molder in ten days."

Hodgkins likes to spend a day or so out of the week on the road, talking with customers and prospective customers. He leaves the plant in capable hands with Tourtelette, Foundry Foreman George Pratt, Office Manager Mrs. Inez Groder and Henry J. Buckley, assistant treasurer and general manager in charge of their various departments.

Buckley, a former shoe factory executive, came with Hodgkins to learn the foundry business in 1944, the year the foundry in Gardiner burned and the company moved to its present location across the Kennebec River in the town of Randolph.

The one story cement block building is a show place with its wide green lawns, shrubbery and guardian elms. In summer the walls can hardly be seen for the English ivy which climbs over them.

The plant is just across State Highway 27 from the Randolph Public Landing on the Kennebec River. His marine and pontoon-equipped airplane customers can land almost at Hodgkins' front door.

BIW SHIPS FOR WEST GERMANY

The Bath Iron Works has been awarded another contract for vessels for foreign delivery.

A few years ago the Bath shipbuilding concern built several fishing trawlers for delivery in France.

Now they'll build three guided missile destroyers for delivery to West Germany.

The contract for \$43,754,000 was awarded by the U. S. Navy Department, which will sell the destroyers to West Germany, with two deliveries in 1968 and one in April of 1969. They are similar to four destroyers which BIW completed for the U. S. Navy four years ago.

In 1963 the Bath Iron Works was awarded a Navy contract for three guided missile destroyer escorts for delivery in 1966-67. The company presently employs 3300.

The *Portland Press Herald* editorialized on the West German transaction: "That nation can rest assured right now that nowhere in the world would it have found a better builder."

BUSINESS OPPORTUNITIES

Commissioner Bachman in a news release urged Maine businessmen to take more complete advantage of opportunities to do business with the United States and foreign governments by subscribing to the U. S. Department of Commerce publication *Commerce Business Daily* which he said "contains a multi-billion dollar business potential" for Maine firms.

He said that only 23 of the 595 Maine firms employing 20 or more people currently subscribe to the publication which lists opportunities to buy, sell or otherwise do business with military and civilian agencies here and abroad. In addition, bid results published in the daily enable readers to determine how competitive they are with world markets.

Subscriptions are available through the Field Services office of the U. S. Department of Commerce, 80 Federal Street, Boston, Mass.

KEZAR MILL RE-OPENS

The Kezar Falls Woolen Co. mill was purchased by the owner of the Baxter Woolen Mill of East Rochester, N. H., for \$450,000, it was announced. The mill had been closed by its former owner, the Robinson Manufacturing Company for about three weeks. Charles E. Baxter, Sr. said the mill will reopen at once and that the approximately 260 employees will eventually all be re-hired.

Governor Reed commended, "the culmination of intensive efforts on the part of the Kezar Falls community in cooperation with the Maine Department of Economic Development and federal agencies to save an industry and — most important, 260 jobs."



Governor Reed presented band leader Guy Lombardo with a Maine sea chest at the Miami International Boat Show at which Maine had an exhibit. Fifty newspaper and magazine writers were dinner guests of the DED at a Maine promotion in Miami.

MAINE WELCOMES CELEBRITY

What can a small town offer that outweighs a \$40,000-a-week career in show business?

Jack Paar, who's moving to Poland Spring, Maine to run his recently acquired radio and television stations there when his NBC contract expires in June, answered the question in an interview published in *Newsweek*:

"Just 100 yards from the studio (WMTW Radio & TV) there's a ski slope. In the summer I walk 25 yards and I'm on a tremendous golf course. And a quarter of a mile away there are three lakes where I can fish. That is what I always wanted. I never wanted to be a celebrity."

Governor Reed has expressed his pleasure at Mr. Paar's decision to become a resident of Maine and has welcomed him most cordially to the fold in the name of the citizens of Maine.

Mr. Paar's name will be a welcome addition to the roster of such distinguished names as Andrew Wyeth, Robert T. Tristram Coffin, Pierre Monteaux, Longfellow, Charles Augustus Lindbergh, Garry Moore and other well-knowns of many endeavors who have been full time, part time or sometime residents of Maine.

Welcome, Jack Paar! Welcome to Maine!

Published at Augusta, Maine by the
Department of Economic Development
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Standish K. Bachman, Commissioner

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